

When the Toughest Copper Out of Erin  
Meets the Killer of 'Black Legion'



**PAT O'BRIEN**  
**HUMPHREY**  
**BOGART**

in  
**"The GREAT O'MALLEY"**

With Ann Sheridan • Frieda Inescort • Sybil  
Jason • Donald Crisp • Henry O'Neill • Craig  
Reynolds • Hobart Cavanaugh • Gordon Hart  
Directed by William Dieterle • A Warner Bros. Picture

*Warner Bros.* CAMPAIGN PLAN

**They'll Be Hanging From the Rafters  
for the Wearing of the Grin!**

# "THE GREAT O'MALLEY"

PRODUCTION DATA

## Official Billing

## The Story

Below is the official billing for "The Great O'Malley." It is important that this be followed without change or variation.

Warner Bros. Pictures, Inc.	40%
present	
<b>PAT O'BRIEN</b>	85%
<b>HUMPHREY BOGART</b>	
in	
<b>"THE GREAT O'MALLEY"</b>	100%
with	
<b>ANN SHERIDAN — FRIEDA INESCORT</b>	
<b>DONALD CRISP — SYBIL JASON</b>	20%
<b>HENRY O'NEILL—CRAIG REYNOLDS—</b>	
<b>HOBART CAVANAUGH—GORDON HART</b>	10%
• • •	
Directed by <b>William Dieterle</b>	25%
• • •	
A Warner Bros. Picture	5%

Officer James O'Malley (*Pat O'Brien*) is a New York cop who lives by his book of rules. He has no heart.

Pinkey Holden, fresh young reporter (*Hobart Cavanaugh*) ridicules O'Malley in his paper. This infuriates Captain Cromwell (*Donald Crisp*), commander of the precinct. Unable to break O'Malley of his habit of handing out tickets, the captain assigns him to guard a street crossing in front of a public school.

John Phillips (*Humphrey Bogart*), unemployed workman, comes along in his rattletrap car. Its muffler is broken. O'Malley gives Phillips a ticket, which delays him so that he loses his chance at a job he was seeking.

Phillips goes sadly to his home, where are waiting his wife (*Frieda Inescort*) and their little daughter (*Sybil Jason*), who has been lame since birth. He gets his war medals and takes them out to pawn. In a squabble with the pawnbroker, he knocks the man out, then—suddenly tempted—grabs all the money in the till and flees.

O'Malley later arrests Phillips, not because of the theft (of which he knows nothing) but because he hasn't had the broken muffler fixed. This brings another blast of ridicule from the papers. But Phillips is sent to Sing Sing.

Little lame Barbara Phillips is knocked down at O'Malley's crossing. He and the child's teacher, Judy Nolan (*Ann Sheridan*) carry her

home. It is only then O'Malley realizes the child is the daughter of the man he caused to be sent to prison. This knowledge strikes home. He has come to love the child—and also her teacher.

O'Malley goes to a great specialist, who performs an operation that restores little Barbara to health. He goes before the Parole Board, pleads that Phillips' stealing was only because his family was starving, and wins a release for the prisoner. Also he gets a job for Phillips.

Phillips knows nothing of all this. When he reaches his old neighborhood, everyone tells him "O'Malley is looking for you; O'Malley wants to see you." Phillips thinks the policeman is going to hound him back to jail. He gets a gun.

The two meet on the stairway of the Phillips home. Phillips, half-crazed by his prison-term and his fear of persecution, shoots O'Malley. But the policeman by now is a changed person—a real human being with sympathy and understanding. He insists that Phillips did not wound him, that the whole business was an accident; he had fallen downstairs and his own gun went off, he declares.

When he recovers from his wound, thanks to a blood transfusion from Phillips, O'Malley goes back to duty a different man. He forgets the trivialities of the rule-book. He and the Phillips family become fast friends. Above all, he wins the love of Judy Nolan.

## Cast of Characters

Patrick Aloysius O'Malley	Pat O'Brien
Barbara Phillips	Sybil Jason
John Phillips	Humphrey Bogart
Mrs. Phillips	Frieda Inescort
Judy Nolan	Ann Sheridan
Captain Cromwell	Donald Crisp
Attorney for Defense	Henry O'Neill
Mrs. O'Malley	Mary Gordon
Mrs. Flaherty	Mabel Colcord
Father Patrick	Frank Sheridan
Miss Taylor	Lillian Harmer
Tubby	Delmar Watson
Dr. Larson	Frank Reicher

## Production Staff

Director	William Dieterle
Screen play by	Milton Krims and Tom Reed
Story by	Gerald Beaumont
Photography by	Ernest Haller, A.S.C.
Film Editor	Warren Low
Art Director	Hugh Reticker
Musical Director	Leo F. Forbstein
Dialogue Director	Irving Rapper
Gowns by	Milo Anderson

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## Who's Who

### HUMPHREY BOGART

HUMPHREY BOGART—"The most menacing eyes and most menacing voice in Hollywood"—That's what they say about

Humphrey Bogart — He switched his allegiance from stage to screen only a few months ago—He generally plays villains—Bogart is a native New Yorker, born there January 23, 1899 — Was stage manager for William A. Brady — Got first break by substituting for leading man in "The Ruined Lady" with Grace George — Biggest Broadway hit was "The Petrified Forest," with Leslie Howard—Brought by Warner Bros. to Hollywood for same role—Since then played heavies in "Two Against the World," "Bullets and Ballots"—Was daring aviator that flew ship through storm in "China Clipper"—Current picture is "The Great O'Malley" now on view at the Theatre, in which he plays the role of a desperate man, out of a job, who steals money for the sake of his wife and child.

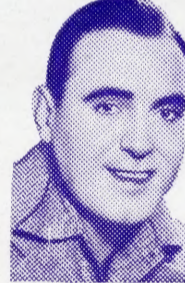


Mat No. 103—10c

### PAT O'BRIEN

PAT O'BRIEN—Most patriotic Irishman in America, perhaps, is Pat O'Brien—Yet he was born in the Teutonic-tinted

town of Milwaukee — Has real Irish names for his two children Mavourneen (meaning darling) aged 2, Padraic Shaun (meaning Patrick John) for the boy not yet 1—Is regular he-man; likes fights and horse races; wins on former — Picked Braddock to beat Baer; Louis to beat Baer; Schmeling to beat Louis; now picks Braddock to beat Louis if they ever meet—Doesn't do so well with races; who does?—Educated for legal career at Marquette University—Jimmie Gleason tempted him away to become stage actor — Made smash hit in "Front Page"; called to Hollywood to repeat it in films—Did so; signed by Warner Bros.; last year reached stardom—Happily married to Eloise Taylor of Des Moines; introduced by pal, Frank McHugh—Is 5 feet 11, weighs 176; handball champ of Hollywood; blue-eyed, dark-haired—Currently plays New York cop in "The Great O'Malley," now showing at the Theatre.



Mat No. 105—10c

### SYBIL JASON

SYBIL JASON—was born in Capetown, South Africa, November 23, 1929 — Her parents still reside there — Her father is a commercial traveler—Was taught singing, dancing and recitations by her two elder sisters and a brother, for their own amusement — Made a hit in a charity concert when 3 — Two years later her sister, Anita, took her to London, where their uncle, Harry Jacobs, was a prominent figure in the amusement world—Sybil is 3 feet 6 inches tall—Weights 46 pounds,



Mat No. 104—10c

and is black-haired and black-eyed — She appeared in two British pictures—"Barnacle Bill" and "Dance Band" with Buddy Rogers—Then Warner Bros.' British representative tested and signed her — Sent her to Hollywood—Sybil has appeared here in "Little Big Shot," "I Found Stella Parish," "Changing the Guard," "The Singing Kid" with Al Jolson—and her current picture, "The Great O'Malley," which opens at the Theatre on.....

# CONTEST IDEAS FOR EVERYONE

## Watch The Tots Go For This One

Tie up with a pet shop and promote a "Scottie" or some other breed of house dog which you offer as a "Sybil Jason prize." Editors like it—and the youngsters love it. Story tells all.

(Publicity)

## Your Letter to Sybil Jason May Win a Scottie



Mat No. 111-10c

Would you like a real live, thorough bred Scottie for your very own? Of course you would, and you may get one, too, absolutely free if you can prove you really deserve one.

You all know Sybil Jason, the seven-year-old Warner Bros. star whose picture is shown here. Well, Sybil, who is seen with Pat O'Brien and Humphrey Bogart in "The Great O'Malley" which opens at the Theatre on....., is a great lover of dogs, just as are all boys and girls. So she has written to the manager of the Theatre asking him to present one to some lucky and deserving child in.....(city).

Of course the manager doesn't know all the little boys and girls in town, so the.....(newspaper) has been asked to conduct a contest and the.....(name of pet shop) will furnish the prize.

Here's what you do, if you are in school and are not more than 10 years old. Write a letter to the "Great O'Malley" Contest Editor of the.....(newspaper) telling why you think you deserve the Sybil Jason Scottie.

The letter which in the opinion of the judges is the best and presents the best reasons will win the dog. It's a fine dog, too. You can see it in Mr.....'s window at his pet shop.

Ten other prizes will also be awarded. Each prize will consist of two guest tickets to the..... Theatre to see "The Great O'Malley."

The contest closes on.....(date) and no letters received after that time can win.

### SUGGESTIONS

Find politest cop.  
Find oldest cop.  
Find youngest cop.  
Hero cop stories.

Cops and firemen share with children the affectionate interest of all citizens. That's why we offer these contest suggestions which are built around policemen and youngsters. All of them will bring publicity breaks, and each can be adapted to your own particular needs. You have two great stars in a great picture. Go to town with them. If you wish additional suggestions or information write

CAMPAIGN PLAN EDITOR

321 West 44th Street

New York City

## FIND TOWN'S DOUBLE FOR LITTLE SYBIL JASON

Few editors will turn down this cute picture of little Sybil Jason and it will be easy to arrange a contest to find her double. If you wish, a talent contest can be incorporated. Publicity story gives you the idea.

## Free Theatre Tickets If You Are Her Double

Ten little school girls of.....(name of city) are going to consider themselves mighty lucky in a few days. For each of the ten will receive two guest tickets to the..... Theatre to see Pat O'Brien, Sybil Jason and Humphrey Bogart at the head of a mighty cast in "The Great O'Malley" the Warner Bros. picture which opens there on.....

These little girls are going to be rewarded simply because they look like Sybil Jason, the seven-year-old child who came from South Africa a year ago to become one of the greatest screen sensations.

Just study the picture of Sybil Jason as she appears in "The Great O'Malley." If you knew a little girl who looks like her, send her photograph to the "Great O'Malley" Contest Editor of the.....(newspaper) before.....

No photographs will be returned, so do not send expensive pictures. A snapshot, provided it is clear and distinct, is the best. Simply write the child's name, age and address clearly on the back of the picture.

### DO CITY COPS KNOW THE LAW?

Every police department has a code of rules and regulations. A knowledge testing contest run like an old time spelling bee on your stage will arouse interest and bring publicity. Even the radio programs are going in for these audience tests. Try this one out. The police chief will probably be glad to cooperate. Prizes can be promoted, of course.

## Find Her Double



Mat No. 110-10c

## Cop Building Game

"The Great O'Malley" is the story of a cop—and the following word game is built around that fact.

Each of the twenty words begins with the syllable 'COP.' Add the specified number of letters, figure out the word indicated by the definitions and discover the missing words.

Offer guest tickets to the twenty persons who are the first to send in the correct answers to the twenty questions.

Letters	Definitions	Answers
I. 1..A duplicate	.....	COP-Y
II. 2..Dried kernel of the coconut.....	.....	COP-RA
III. 3..A small coin.....	.....	COP-PER
IV. 3..Hard resins used in varnishes.....	.....	COP-ALS
V. 3..Belonging to the Copts.....	.....	COP-TIC
VI. 3..Word uniting subject and predicate.....	.....	COP-ULA
VII. 3..The top course of a wall.....	.....	COP-ING
VIII. 3..Stole, U.S. slang.....	.....	COP-PED
IX. 4..One who traces.....	.....	COP-YIST
X. 4..Showing abundance.....	.....	COP-IOUS
XI. 4..A thicket of bushes.....	.....	COP-PICE
XII. 5..Green sulfate used in dyeing.....	.....	COP-ERAS
XIII. 6..Author's right to publish.....	.....	COP-YRIGHT
XIV. 6..Top stones of a wall.....	.....	COP-STONES
XV. 6..One who partakes with another.....	.....	COP-ARTNER
XVI. 7..A poisonous snake.....	.....	COP-PERHEAD
XVII. 7..A Polish astronomer, 1473-1543.....	.....	COP-ERNICUS
XVIII. 7..Capital of Denmark.....	.....	COP-ENHAGEN
XIX. 8..Last name of Dickens here.....	.....	COP-PERFIELD
XX. 5..African king in Tennyson's "Beggar Maid".....	.....	COP-NETUA

## FREAK LAWS

Every city has a lot of obsolete and freakish laws that are ignored for cause. Contest offers ducats for best lists of freak and outlawed ordinances. Story explains.

(Publicity)

## Forgotten Laws to Bring Rewards to News Readers

Did you know that in.....(city) you will be fined if you throw your old hoop-skirts on the street? And it means ten days in jail if you feed your pigs on the city green. There is also a penalty for driving a motor vehicle through the streets, unless preceded by a man on horse back ringing a bell.

These are only a few of the forgotten laws of.....(name of city) which are more honored in the breach than in the observance.

There are probably many others and the.....(newspaper) wants to know them.

It would not be nice if every policeman adopted the tactics of Pat O'Brien, the cop in "The Great O'Malley," the Warner Bros. picture coming to the..... Theatre on..... Pat knew all the laws and enforced them regardless.

This inspires the present contest, and for the ten best lists of freak, obsolete and forgotten laws the.....(newspaper) will give twenty guest tickets (two to each of the winning contestants) to the..... Theatre to see "The Great O'Malley." All lists must be submitted to the "Great O'Malley" Contest Editor of the.....(newspaper) before.....(date) when the contest ends.

## ANOTHER RONSON TIE-UP

Thousands of Ronson dealers throughout the nation are ready to plug the film for you. Jewelers, department stores, and tobacco shops have been supplied with material for a complete tie-up campaign. All you have to do is contact your local stores and let them know when you will play "The Great O'Malley." Ronson will:

Starring  
Pat O'Brien  
in  
WARNER BROS.  
"The Great  
O'Malley"



WORLD'S GREATEST LIGHTER

1. Arrange for dealer co-operation.
2. Distribute dealer window cards as illustrated above.
3. Furnish special advertising mats for local tie-ups.

For list of local dealers write:

ART METAL WORKS

ARONSON SQUARE

NEWARK, NEW JERSEY

# 28 EASY-TO-WORK IDEAS

## TRAFFIC SIGN BALLY



This old fashioned 'stop and go' sign ought to direct passersby right to your box office. Placed in front of lobby, one sign reads: "Go . . . See 'The Great O'Malley'"; other sign at right angles to first, says: "Stop . . . See 'The Great O'Malley.'" Man dressed in old fashioned uniform, as shown in illustration, adds to the gag.

## GAG PARKING SIGN

On street of your theatre place three or four parking signs at certain distance apart from each other. Furthest sign from theatre reads—"Don't Park Here." Next one, nearer lobby, says—"Nor Here." Last sign right under your marquee points directly to theatre and reads—"But Park Here and see 'The Great O'Malley.'" Add as many signs as you care to, the more the merrier, but be sure they are close enough so that their sequence is understood. A good gag and bound to be appreciated by drivers who have difficulty finding parking space, or even by mere pedestrians who object to "keeping off the grass."

## CHARITY SHOW FOR POLICE PENSIONS

No doubt there's a special pension fund for policemen in your town. Contact those in charge and make arrangements for running a special performance, part of the proceeds to go to the fund. Committee set-up to sell tickets, extensive mail campaign, store tie-ups, will help sell tickets at advanced prices. If you can put this stunt over, you can write out your own meal-ticket. We'd get after that Pension Fund right now. You may catch them just as they're making their plans for the coming season. Sponsoring such as this adds plenty of class to your show.

## SUMMONSES AWARD PRIZE

Insert summonses—really heralds—under windshield wipers of parked cars. Herald might read: "This is not a SUMMONS just a suggestion that you will enjoy being a witness at the taming of a ticket-serving cop, etc."

Award prize on stage of your theatre to cop who has performed most heroic deed during the year. Should merit you some nice publicity breaks in newspapers and plenty of goodwill from your local police force.

## INVITE COPS' CHILDREN

If you want to start a good whispering campaign about the picture—and, no doubt, you do,—invite the children of policemen to see the show at half rate. Mark off a special section for them, and bally the stunt in your lobby and through newspapers. You'll be well repaid for your efforts, for kids will be telling whole town about it, and you'll have gained enough goodwill to last you the season. Don't forget, there's no better plug for your show than a bunch of enthusiastic kids.

## GAY '90'S COP



Here's a street bally with a bit of a twist. Dress man in old-time policeman's uniform, London bobby's hat—gay '90's style and all that. Sign on him says — "The Great O'Malley was an old fashioned cop until a beautiful girl put him wise." If he has any talent of his own he can add a few flourishes to stunt — singing a few old songs, an Irish jig, etc.

## GOOD DRIVERS

In spirit of cooperation with police force, why not have some awards for careful drivers? Announce thru newspapers that a person known as the Great O'Malley is going around town on the lookout for careful bits of driving. He takes car's license number and inserts it in classified ad column, driver being asked to appear at your box office to pick up his ducats. You can carry this out more by conducting a "Better Driving" campaign in your theatre lobby. Newspaper morgue should be able to supply you with some good stories while local police supply you with accident statistics, etc. Makes an interesting display, giving your stunt that bit of extra punch that will put it over with a bang.

## WARN THUGS TEST BRAWN

Sandwich man tramps busy streets with placards reading: "Gangsters! Take Warning! 'The Great O'Malley' is at the Strand." No reflection on the citizens of your town but something that'll get them into your show.

Let your customers put their physical prowess to the test. Weights, strength contraptions, etc., rigged up in lobby provide plenty of amusement. Surround with signs like—"Are you physically fit to be a cop?"

## SNAP POLITEST

Working hand-in-hand with newspaper, it should be no trouble at all to start a 'Be Polite' campaign among local police. Newspaper sends ace candid camera-shooter and reporter to cover the traffic front, watching for noteworthy examples of politeness by cops while on duty. Cops who are snapped are given ducats. Reporter questions them and can build-up swell feature story, of course, mentioning that the inspiration of all this is your 'Great O'Malley.' If you can arrange it, have 'politest' make personal appearance on your stage, and of course give it all the fanfare you can—pictures, lobby display, etc. Cop might have a few interesting words for audience.

## BALL TEAMS COP ESSAYS

Every police force has baseball and football teams, and they're always trying to fatten the athletic fund. If you haven't already tied up with pensioners, perhaps benefit can be arranged, proceeds going for athletic equipment.

Cops could probably tell many exciting stories. Offer ducats to cop submitting best true adventure story, told in first person. Perhaps local newspaper would like to print best ones. Makes swell feature, especially with a few photos.

## STREET BALLY



Get hold of the most tremendous fellow you can who is available for 'sandwich' purposes — you know, 6' 7" or thereabouts. Uniformed and swinging a policeman's club, he makes a street bally that can't be missed. Placards on each side of him read — 'The Great O'Malley.'

# BASED ON THE COP ANGLE

## LECTURES SCHOOL ON TRAFFIC RULES

One of the film's big moments is the scene in which little Sybil Jason is knocked down by a car and badly injured. Which suggests something that will make a good object lesson for school kids. Traffic squads usually send an officer around to the schools, lecturing in assemblies on the need of children to observe all the safety rules. This officer certainly can be persuaded to use the incident in the film to make his point clearer and even more forceful. Officer can add a bit about a policeman's life and training — this always interests children. If there is no such program at present, the police chief should welcome the suggestion.

## POLICE DAY

Merchants' Associations and city officials usually set aside one day in the year to honor policemen — Police Day or Safety First Day. If they have such plans, it should be advantageous to them to set aside this day during the run of this picture. Merchants will be particularly anxious to tie in with you on co-op ads and window displays. Lobby space can be devoted to police clippings, etc., and you might even go for special stage show. Worth trying—publicity like this can double your business. If you think you can work this stunt — and you want to do it in right style — let your eye roam over these two pages, you ought to be able to pick up plenty of ideas.

## COP CUT-OUT



Have your artist make a cut-out of O'Brien in police uniform, twirling his club. Mounted on top of marquee and walking back and forth, figure makes good eye-catcher and swell plug for film. As figure of cop turns around at the end of each circuit of marquee, it should be painted on both sides.

## TEST REACTIONS

Local university, auto school, or auto license bureau might have a reactometer on hand, which registers time it takes automobile drivers to react to various situations. If they can lend you one, set it up in the lobby and invite patrons to give it a try—it's plenty of fun and helpful too. Tell folks that in conjunction with showing of this film, you are starting a 'Better Driving' campaign. Psychologist or license bureau official can help give tests and explain to standersby how to operate reactometer, discussing some of the results already obtained from its use.

## STREET DRAMA



Have Keystone-ish cop hail 'planted' car over to curb. Cop and driver start to put on 'ticket' act with some special gags that should hit the crowd just in the right spot. When crowd gets big enough, actors go in to plug for picture, cop claiming to be 'The Great O'Malley.' Cop then gets mad and hands out tickets to the whole crowd, but of course they're really heralds.

## SKIRTS THE LAW

Dress up clownish-looking fellow in skirts which are obviously too long for him. As he skips down the street passersby read sign on his back, which says: "You can't skirt with the law when 'The Great O'Malley' is pounding his beat." He hands out heralds and you have a very good plug for your show. A bit gaggy, we admit, but effective—and it's gags they want these days, anyways. Another angle on this stunt would be to have Keystone cop arrest 'skirter.' The two ballyers walking side-by-side make certain that idea isn't missed, and adds a bit more 'zip' to an already sure-fire stunt. And it won't hurt stunt at all if they do a bit of 'kidding around' on their own—give crowd some entertainment while they're being 'ballyed.'

## SIGNS AROUND SCHOOLS



Plant signs at crossings near school houses reading something like this: "Be Careful Crossing This Street. You'll be That Much Nearer to 'The Great O'Malley,' playing at the Strand Theatre." Not only a good plug for the picture but a good warning to the kids.

## OLDEST COP

Oldest officer on force probably has a reportory of exciting tales in which your townfolk should be particularly interested. Invite him to the opening —perhaps he can be persuaded to make a stage appearance.

## AIR PLUGS

If you go in for spot announcements on the radio, the most opportune 'air' time for your purposes is after G-Men programs like Dick Tracy, Dan Dunn, etc., since those listeners will surely want to see show.

## TRICK POLICE BROADCAST

If you'd like to use a radio plug resembling a police broadcast, see how the one below suits you: Announcer: Calling all movie-goers! Calling all movie-goers! Proceed at once to the Strand Theatre, corner of Greene and Maple. It's 'The Great O'Malley' and a great picture. Corner of Greene and Maple. This is a MUST order—hurry! Don't miss it! It's got Pat O'Brien, as two-fisted a cop as ever beat a street! Sybil Jason, Humphrey Bogart, Ann Sheridan, and Frieda Inescort. 'The Great O'Malley'—the Strand Theatre. Go! That's all.

## POLICE CAR

Deck out large sedan to look as much like police car as possible. Install siren and ride around streets, bannerng car in rear with your plug.

## STATEMENTS

If you invite chief of police to opening, he'd probably like film enough so that it would be cinch for you to get statement from him plugging film.

## COP'S SHOES

Get a few pairs of those big heavy shoes 'flat-foots' are supposed to wear, and place them in street in front of box office. Small easel-backed card says—"All the cops in town are sneaking off their beats to see 'The Great O'Malley'."

## HANDSOMEST

"Who's the handsomest cop in town?" Why not have your patrons leave their ballots at theatre stating which cop they think should take Adonis honors. Presentation should be made to 'good-looker' on stage of your theatre, with reporters present.

# RADIO & GENERAL STUNTS

## CAR LICENSE STUNT

Station someone outside your theatre to take down five or six license numbers at random, as cars go by. You post numbers at the box office, and car owners identify themselves by their license cards, winning guest tickets. Local editor will probably give you a story on the novelty of the stunt. Also tell motorists about it through ad underliners and in lobby, so they're sure to drop in to see if they won.

## SCHOOL SNAPSHOTS

Get the amateur photographers in your town (and there are plenty of them!) interested in your show with a novel contest. Offer ducats for the best "school scene" snapshot — children flocking into school, or something of the sort. Exhibit all entries in your lobby, and invite a couple of professional photographers to act as judges. Possibly you'll find it worth your while to tie up with camera shop on this stunt.

## KIDDIE AMATEURS

Sybil Jason won her way to screen fame through her singing and dancing ability — so why not cash in on this idea with an amateur contest for kiddies from five to twelve? Announce the amateur night in your ad, and have all those wishing to participate register at the theatre ahead of time to avoid confusion. Should be able to promote prizes from your local merchants.

## BOOK STORE TIE-UP

Tie up with a local book store for a window display of school supplies. Provide them with stills of Sybil Jason and some of the other youngsters, and of course, you get a nice plug for your show.

## HUNT THE SHAMROCK

Get hold of about fifteen of the little cloth and wire shamrocks that are used for St. Patrick's day, and plant them around town. Work it the same way you do a treasure hunt—with the first cue announced in your ad. Ducats to winners. Use more shamrocks if you think the stunt will go over big.

## 'O'MALLEY' NIGHT

Scan your telephone directory for O'Malleys. If there aren't too many, invite them all to be your guests at the opening night performance. Call it "O'Malley" night, and ask the O'Malleys to step up on the stage between shows, and be introduced to the crowd. It's a sure-fire stunt for a newspaper story. If there are too many O'Malleys, announce in your ad that the first ten to get to the box office receive two guest tickets each.

## GET SAFETY SQUAD

Every school has a "safety squad" of pupils who act as special monitors for crossings. Net a lot of publicity for your show by inviting this group to be your guests at one of the performances.

## IRISH CLUB NIGHT

Contact the Irish clubs in your town—the Knights of Columbus, the Newman Club, etc.—on theatre parties. Benefit performances always net extra publicity in papers. A few simple contests between members of the clubs on the stage after the show would lend interest to the parties. Promote a couple of prizes from local merchants.

## USE THESE THREE SPOT RADIO PLUGS

If you're using the air waves to plug your show, you'll find the announcements below are just what you need. You know how to spot them, so go right ahead!

### 1-MIN. ADVANCE ANNOUNCEMENT

ANNOUNCER: Plenty of fireworks at the Strand Theatre next Wednesday. "The Great O'Malley" with Pat O'Brien and Humphrey Bogart is coming. Pat plays the toughest cop ever to wear a bluecoat, who makes things unbearable for Bogart. And when the most hard-boiled cop ever to pound a pavement gets on the trail of the killer of "Black Legion," enough dynamite explodes to satisfy the most thrill-seeking movie fan. Then for love interest there's up-and-coming young Ann Sheridan, and beautiful Frieda Inescourt. For the children, there's little Sybil Jason, and will they howl with delight at her impish antics. Be prepared for "The Great O'Malley" at the Strand, Wednesday next.

### 1/2-MIN. OPENING DAY ANNOUNCEMENT

ANNOUNCER: Tonight's the night, folks. "The Great O'Malley" opens at the Strand Theatre, so grab your hats and be on your way to see your favorite Irishman, Pat O'Brien, match his wits against "Black Legion" Humphrey Bogart in a really human drama of New York's East Side slums. You'll laugh and cry, and you'll love the latest Warner Bros.' hit, "The Great O'Malley."

### 1/2-MIN. CURRENT ANNOUNCEMENT

ANNOUNCER: The whole town's talking about "The Great O'Malley" down at the Strand Theatre. They're talking about Pat O'Brien and Humphrey Bogart, who know how to put real pathos into their roles. They're talking about the exciting scenes in which these two two-fisted stars go at it hammer and tongs. It's a great human interest show, with New York's East Side slums for its settings. If you haven't seen it, you'd better rush right down to the Strand, and see "The Great O'Malley."

## YOUR VITAPHONE SHORTS

"LITTLE BEAU PORKY" (Looney Tunes Series). An amusing satire on the Foreign Legion. Porky is funnier than ever.  
(7 minutes—No. 2802)

"NUT GUILTY" (Vitaphone Novelties Series). Edgar Bergen, the ventriloquist artist, has a knock-out for little "Charlie McCarthy," who serves as Judge on Boys' Day.  
(11 minutes—No. 2703)

JAY C. FLIPPEN in "THAT'S PICTURES" (Broadway Brevities Series). The Famous Colonel demonstrates his technique of picture making introducing specialty entertainers. The noted "Master of Ceremonies" performs in his inimitable manner.  
(21 minutes—No. 2051)

"HE WAS HER MAN" (Merrie Melodies Series). A cartoon satire on "Frankie and Johnny" done in Technicolor. Grand entertainment.  
(7 minutes—No. 2204)

"NORTHERN LIGHTS" (Color-Tour Adventure Series). Don Wilson, ace radio commentator, takes your audience on a cruise of the North Cape country. Ably described, this short is done in the new Cinecolor.  
(10 minutes—No. 2303)

"OKLAHOMA AS IS" (Vitaphone Novelties Series). Cal Tinney, well-known columnist and humorist, comments on people in the town of "Oolalah." Done in the Will Rogers' style,—your audience will appreciate this short.  
(10 minutes—No. 2704)

JIMMY LUNCEFORD "The King of Syncopation" (Melody Masters Series). A short that is packed with hot, sizzling rhythms. Ten minutes of real swing in the land of syncopation.  
(10 minutes—No. 2506)

## FREE RADIO SKETCH

We're mighty proud of the radio dramatization on this picture, because it does a great job of selling the film without giving away the plot. Sketch is 12 minutes long, allowing three minutes at beginning and end for picture plug. For enough copies to take care of entire cast, write Campaign Plan Editor, 321 West 44th Street, New York City.

# "GREAT" TIE-UP STILLS



HAIRDRESS & NAILS  
AS. 7

CHILDREN'S BOB SJ,71

## BEAUTY SHOP



Picture's release date coincides with height of business season. Local merchants will be wanting to give their product the proper send-off, and they should be particularly pleased with these star stills, which are especially adaptable to seasonable merchandising. Stills can be used for display purposes by many different types of stores. No endorsements. Set of 16 stills \$1.50. Individual stills 10c. Order by number from the Campaign Plan Editor, 321 West 44th Street, New York City.

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JEWELRY AS. 33

WRIST WATCH PO108



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DINNER GOWN FI. 35



COAT AS. 18



PLAYSUIT SJ. Pub. A94



PIPE PO. 250

## MEN'S SHOP



OVERCOAT PO. 117



HAT AND SCARF PO. 256



SPORTS JACKET PO. 223

## DAIRY SHOP



MILK SJ. Pub. Q

## TOY SHOP



DOLL SJ. 112



TOY DOG SJ. 101

## SPORTS SHOP



HUNTING EQ'T. HB. Pub. F

**WHEN AN UNSTRUNG HARP MEETS A HIGH-STRUNG KILLER, THERE'S THE DIVIL TO PAY!...**



**Begorra, it's flying fists against blazing bullets... when the merciless killer of "Black Legion" is cornered by the jaw-busting pride of old Erin!**

**PAT O'BRIEN HUMPHREY BOGART**  
in **"The Great O'Malley"**

With Ann Sheridan • Frieda Inescort • Sybil Jason • Donald Crisp • Henry O'Neill • Craig Reynolds • Hobart Cavanaugh • Gordon Hart  
Directed by William Dieterle • A Warner Bros. Picture

280 Lines Mat No. 213—20c

**WILL YE LOOK WHO THAT DIVIL O'BRIEN IS TAKIN' ON NOW!**  
Only a wild Irishman like Pat would pick as his sparring partner—the deadliest killer of the 'Black Legion'!

**PAT O'BRIEN HUMPHREY BOGART**




**"The Great O'Malley"**

with Ann Sheridan • Frieda Inescort • Sybil Jason • Donald Crisp • Henry O'Neill • Craig Reynolds • Hobart Cavanaugh • Gordon Hart  
Directed by Wm. Dieterle • A Warner Bros. Picture

**T H E A T R E**

130 Lines Mat No. 214—20c

*Delete*



**"So you're a big-time killer! Shure, and in the ould country, me ancestors ate your kind for breakfast!"**

**"Tough copper, huh? Well, talk fast, flat-foot, 'cause my trigger finger's itching for exercise!"... .**

**PAT O'BRIEN HUMPHREY BOGART**  
The Nation's Dynamite Doubleheader, in  
**"The GREAT O'MALLEY"**

with Ann Sheridan • Sybil Jason • Henry O'Neill • Hobart Cavanaugh • Frieda Inescort • Donald Crisp • Craig Reynolds • Gordon Hart  
Directed by William Dieterle • A First National Picture

140 Lines Mat No. 215—20c

*Delete*



The Law vs. The Lawless  
 An Irish Cop vs. A Gun-Mad Killer  
**O'BRIEN vs. BOGART**  
 In The Battle Of The Century!



**PAT O'BRIEN**  
**HUMPHREY BOGART**  
 in *"The Great O'Malley"*

With Ann Sheridan  
 Frieda Inescort  
 Sybil Jason-Donald  
 Crisp-Henry O'Neill  
 Craig Reynolds  
 Hobart Cavanaugh  
 Gordon Hart  
 Directed by William Dieterle  
 A Warner Bros. Picture

**T H E A T R E**

81 Lines Mat No. 118-10c

When A Hot-Headed Irish Cop Comes To Death Grips With A Cold-Blooded Killer...



**PAT O'BRIEN**  
**HUMPHREY BOGART**  
 in *"The GREAT O'MALLEY"*

With Ann Sheridan • Jason • Donald Crisp • Henry O'Neill • Craig Reynolds • Hobart Cavanaugh • Gordon Hart  
 Directed by William Dieterle • A Warner Bros. Picture

You'd better start bracing yourself for the biggest thrill of the year... as Pat's fists crack down on the killer who terrified you in "BLACK LEGION"!

**T H E A T R E**

351 Lines Mat No. 301-30c

SHURE, AND IT'S THE **DYNAMITE** BOYS BACK AGAIN!

**PAT O'BRIEN • HUMPHREY BOGART**

It's the battle of the century! The Law vs. the Lawless! And 'Killer' Bogart is standing Pat... right on his wild Irish ear!

*"The GREAT O'MALLEY"*

With ANN SHERIDAN  
 FRIEDA INESCORT  
 SYBIL JASON • DONALD CRISP • HENRY O'NEILL  
 CRAIG REYNOLDS  
 HOBART CAVANAUGH  
 GORDON HART  
 Directed by William Dieterle  
 A Warner Bros. Picture

201 Lines Mat No. 303-30c

The Pride of the Force Meets The Terror of 'Black Legion'!

**PAT O'BRIEN**  
**HUMPHREY BOGART**  
 in *"The Great O'Malley"*

With Ann Sheridan • Frieda Inescort • Sybil Jason • Donald Crisp • Henry O'Neill • Craig Reynolds • Hobart Cavanaugh • Gordon Hart  
 Directed by William Dieterle  
 A Warner Bros. Picture

52 Lines Mat No. 116-10c

"Now I Know What Happened to the Snakes That Left Ireland! . . . They All Became Cops!"

"Faith, And If It's True, Listen To Me Rattle, Killer! And Look Out When I Strike!" . . . .

See the toughest Irishman on the force match bullets and wits with the deadly killer of 'Black Legion'! It's dynamite!

PAT  
**O'BRIEN**  
HUMPHREY  
**BOGART**  
"THE *Great*  
*O'Malley*"

With ANN SHERIDAN  
FRIEDA INESCORT  
SYBIL JASON • DONALD  
CRISP • HENRY O'NEILL  
CRAIG REYNOLDS  
HOBART CAVANAUGH  
GORDON HART  
Directed by William Dieterle  
A Warner Bros. Picture

**T H E A T R E**      Date and Policy

258 Lines      Mat No. 302—30c

When a Hot-Headed Irish Cop Comes To Death Grips With a Cold-Blooded Gun-Mad Killer . . . You'd better start bracing yourself for the year's biggest screen thrill!

PAT  
**O'BRIEN**      HUMPHREY  
**BOGART**  
"THE *Great*  
*O'MALLEY*"

With Ann Sheridan • Frieda Inescort • Sybil Jason  
Donald Crisp • Henry O'Neill  
Craig Reynolds • Hobart Cavanaugh • Gordon Hart  
Directed by William Dieterle  
A Warner Bros. Picture

**T H E A T R E**

164 Lines      Mat No. 210—20c

THERE'S THE DIVIL HIMSELF TO PAY WHEN..

A Wild Irish Cop Turns Into A Human Being!

A Human Being Turns Into a Ruthless Killer!

PAT  
**O'BRIEN**  
Shure, he's a harp...and he plays...rough!

HUMPHREY  
**BOGART**  
He's a gun-mad killer...and he doesn't play!

Directed by William Dieterle  
A Warner Bros. Picture

"THE *Great*  
*O'MALLEY*"

With Ann Sheridan • Frieda Inescort • Sybil Jason  
Donald Crisp • Henry O'Neill • Craig Reynolds • Hobart Cavanaugh • Gordon Hart

**T H E A T R E**

170 Lines      Mat No. 208—20c

"Remember, copper, if words can't get through that thick skull of yours — these bullets can!"



Directed by William Dieterle  
A Warner Bros. Picture

**PAT O'BRIEN  
HUMPHREY  
BOGART**  
The Nation's Dynamite Boys in  
*The Great O'Malley*  
With Ann Sheridan • Frieda Inescort • Sybil Jason • Donald Crisp • Henry O'Neill • Craig Reynolds • Hobart Cavanaugh • Gordon Hart

66 Lines Mat No. 117—10c

"Shure, and that gun will do ye no good, while an Irishman still has his two fists!"



Attaboy, Pat! Stick 'em up, Killer! You may have done your stuff in "Black Legion" . . . but now you're up against the toughest cop who ever pounded a pavement . . . or busted a jaw!

**PAT  
O'BRIEN  
HUMPHREY  
BOGART**  
in  
*The GREAT O'MALLEY*  
With Ann Sheridan • Frieda Inescort • Sybil Jason • Donald Crisp • Henry O'Neill • Craig Reynolds • Hobart Cavanaugh • Gordon Hart  
Directed by William Dieterle • A Warner Bros. Picture

**T H E A T R E**

226 Lines Mat No. 207—20c

Shure, They're Hanging From The Rafters For The Wearin' of the Grin!  
When an unstrung harp meets a high-strung killer . . . shure, the shillalys fly high and it's divil take the hindermost!



**PAT  
O'BRIEN  
HUMPHREY  
BOGART**  
The Nation's Dynamite Doubleheader, in  
*"THE Great O'Malley"*  
With Ann Sheridan • Frieda Inescort • Sybil Jason • Donald Crisp • Henry O'Neill • Craig Reynolds • Hobart Cavanaugh • Gordon Hart  
Directed by William Dieterle • A Warner Bros. Picture

**T H E A T R E**

186 Lines Mat No. 212—20c

When The Pride Of The Force Meets The Terror Of The "Black Legion", It's A Great Day For The Irish!

It's the Irish in Pat!

It's the killer in Bogart!

**IT'S DYNAMITE!**

**PAT O'BRIEN HUMPHREY BOGART**

in **The GREAT O'MALLEY**

With Ann Sheridan • Frieda Inescort • Sybil Jason • Donald Crisp • Henry O'Neill • Craig Reynolds • Hobart Cavanaugh • Gordon Hart  
Directed by William Dieterle • A Warner Bros. Picture

120 Lines Mat No. 112—10c

The Toughest Irish Cop on the Force!

**IT'S DYNAMITE!**

**PAT O'BRIEN - HUMPHREY BOGART**

**The GREAT O'MALLEY**

With Ann Sheridan • Frieda Inescort • Sybil Jason • Donald Crisp • Henry O'Neill • Craig Reynolds • Hobart Cavanaugh • Gordon Hart  
Directed by Wm. Dieterle • A Warner Bros. Picture

The Deadliest Killer Out-side of Jail!

56 Lines Mat No. 211—20c

**IT'S DYNAMITE!**

**PAT O'BRIEN HUMPHREY BOGART**

**The Great O'Malley**

With Ann Sheridan • Frieda Inescort • Donald Crisp • Sybil Jason • Henry O'Neill • Craig Reynolds • Hobart Cavanaugh • Gordon Hart  
Directed by Wm. Dieterle • A Warner Bros. Picture

40 Lines Mat No. 115—10c

AN UNSTRUNG HARP MEETS A HIGH-STRUNG KILLER!

**PAT O'BRIEN HUMPHREY BOGART**

**The GREAT O'MALLEY**

With Ann Sheridan • Frieda Inescort • Sybil Jason • Donald Crisp • Henry O'Neill • Craig Reynolds • Hobart Cavanaugh • Gordon Hart  
Directed by Wm. Dieterle • A Warner Bros. Picture

26 Lines Mat No. 114—10c

**CATCHLINES**

For the exhibitor who makes up his own ads, the following excerpts from the press book ads should prove invaluable.

When An Unstrung Harp Meets A High-Strung Killer, There's The Devil To Pay!

When A Hot-Headed Irish Cop Comes To Death Grips With A Cold-Blooded Killer. . . .

The Pride Of The Force Meets The Terror Of 'Black Legion'!

Shure, And It's The Dynamite Boys Back Again!

An Irish Cop vs. A Gun-Mad Killer! O'Brien vs. Bogart in The Battle Of The Century.

Shure, They're Hanging From The Rafters For The Wearin' Of The Grin!

The Nation's Dynamite Double-Header!

**PAT O'BRIEN - HUMPHREY BOGART**

**"THE GREAT O'MALLEY"**

With ANN SHERIDAN • FRIEDA INESCORT • SYBIL JASON • DONALD CRISP • HENRY O'NEILL • CRAIG REYNOLDS • HOBART CAVANAUGH • GORDON HART  
Directed by Wm. Dieterle • A Warner Bros. Picture

14 Lines Mat No. 113—10c

Cop vs. Killer! The Law vs. The Lawless!

**PAT O'BRIEN vs. HUMPHREY BOGART**

in **The GREAT O'MALLEY**

With Ann Sheridan • Frieda Inescort • Sybil Jason • Donald Crisp • Henry O'Neill • Craig Reynolds • Hobart Cavanaugh • Gordon Hart  
Directed by Wm. Dieterle • A Warner Bros. Picture

52 Lines Mat No. 209—20c

(Lead Off Story)

## East Side Drama 'Great O'Malley' Booked by Strand

One of those intensely human and altogether believable movie stories about which you say "it might have happened right here in our own neighborhood," will come to the ..... Theatre on....., when "The Great O'Malley," with Pat O'Brien and Humphrey Bogart in the stellar roles, will begin its first local showing.

In the supporting cast are Ann Sheridan, new red-headed leading woman from Texas; Frieda Inescort, Donald Crisp, little Sybil Jason, Henry O'Neill and others.

"The Great O'Malley" is a tale of conflict between Pat O'Brien, a hard-boiled cop, and Bogart, the toughest bad man of the screen.

The story presents Pat O'Brien as Officer James Aloysius O'Malley, a hard-boiled cop who lives by his rulebook, and doesn't let his heart sway him toward sympathy with offenders against the rules, no matter how slight their offenses may be.

The rule book says that a cart should carry no more than two bells, so he arrests a poor peddler whose cart carries six. Awnings should not extend more than six feet beyond building line, says the book, and Pat arrests a tailor whose awning comes out seven feet.

When his excess zeal brings ridicule of the force from the newspapers, he's transferred to a school-crossing, as a punishment. There his heart begins to be touched, first by a little lame pupil, played by Sybil Jason, and then by her charming teacher, whom Ann Sheridan portrays.

O'Malley still goes by the book, however. He causes the arrest and imprisonment—ignorant of the man's identity—of the little girl's father, who is Humphrey Bogart. And thus he earns the scorn of the child's mother, Frieda Inescort, and of the school-teacher he loves.

Regret, and an increasing regard for all humanity (begin to soften up the hard heart of the cop. He makes what amends he can for his injuries to these other folk—has a specialist cure the lameness of little Sybil; gets a parole and a job for the father, who in turn saves O'Malley's life with a blood transfusion.

One of Warner Bros.' very best directors, William Dieterle, guided the making of this picture. Other fine examples of Dieterle's work were "The Story of Louis Pasteur" and "White Angel."

## They Capture All Hearts



In a human drama as real as the gripping characters it portrays Pat O'Brien (left), Sybil Jason and Humphrey Bogart are giving unforgettable portrayals in "The Great O'Malley," the Warner Bros. picture now making a hit at the ..... Theatre.

Mat No. 202—20c

(Review)

## O'Brien and Bogart Score In "The Great O'Malley"

### Human Drama of New York's Crowded East Side Fine Vehicle for Star

The trials and successes and woes and gayeties of everyday poor folk in a great city make up the story of "The Great O'Malley," which had a successful opening yesterday at the ..... Theatre, and which will probably delight all its audiences henceforth.

Pat O'Brien—than whom no actor is more natural or more likeable gives one of the best performances he has displayed since he came under the Warner Bros. banner five years ago.

Humphrey Bogart, who gained fame as the killer of "Petritified Forest"; Frieda Inescort, long famous as a stage star; Baby Sybil Jason, the 7-year-old starlet from South Africa; Ann Sheridan, lovely young leading woman from Dallas, Texas; Donald Crisp, Mary Gordon, Henry O'Neill and some others round out as unusually able cast.

Pat O'Brien plays Officer James Aloysius O'Malley, a cop on New York's East Side. He's not especially human at the beginning. All he knows is what he reads in his rule-book. For the tiniest technical infractions of the code he hands out tickets. He's a pest. Even his fellow-cops don't like him.

The newspapers ridicule O'Malley, and his commanding officer—to get him out of the way—sends him to a school crossing. Here the hardboiled policeman's heart is first touched by a little lame pupil, played by Sybil Jason.

His heart is again touched—though love does it instead of pity—by the little girl's teacher, who is Ann Sheridan. But he's still hardboiled. He causes the arrest and imprisonment of a workman, Humphrey Bogart, not knowing that his prisoner is the lame child's father. Learning that such is the case, from the baby's mother, Frieda Inescort, O'Malley secretly makes partial reparation by having a famous surgeon straighten the child's limbs. Also he gets a parole for the errant father.

The time comes, in a smashing climax, where this father has a chance to save O'Malley's life at the risk of his own—and when

this is done the hardboiled cop becomes completely humanized and lovable.

A vast lot of credit for the complete humanness of "The Great O'Malley" must go to the direction of William Dieterle, some of whose recent triumphs have been the "The White Angel" and "The Story of Louis Pasteur." Dieterle, who also directed "A Midsummer Night's Dream" under the direct supervision of Max Reinhardt, has an unusual faculty for bringing out bits of true-to-life human behavior that enhance any picture.

The settings of "The Great O'Malley" are extraordinarily accurate. Three whole blocks of the New York East Side were built for the picture on the Warner Brothers lot—made from photographs of the exact region intended to be portrayed.

The tenements are there, complete with fire escapes and family laundries strung across the rooftops. The ground floors of each building house a store—"Mandel & Sons, Loan Office," "I. Rosenheim, the Rent Man—Party Clothes For Hire," and the like. And one one side of the street, there is a public school of the old type—built of brick and graystone. Much of the action of the picture is centered around this old-time school.

The original story was by the late Gerald Beaumont, and it was made into a screen play by Milton Krims and Tom Reed. Several hundred school children and a great number of East Side denizens add to the engrossing atmosphere. The picture is one for the whole family, clean, thrilling, touching and laugh-provoking.

## Pat O'Brien Is Lonesome Man With Wife Away

Mrs. Pat O'Brien spent a few weeks in New York recently buying clothes for her smart modiste shop on Hollywood Boulevard. And Pat, although he has friends all over town, was the loneliest man in Hollywood.

The first few days he rather enjoyed it. He had dinner with various bachelor friends, could read undisturbed in the evenings, could even stay out all night if he wanted to. Then freedom began to pall.

One night he came home for dinner and found the table set for one. He rang for the maid. "Couldn't I come into the kitchen and eat with you?" he asked her. She was very sorry but the kitchen was too crowded.

So Pat ate alone, feeling very sorry for himself all the time. Then at nine o'clock the doorbell rang. He ran to answer it, and found that it was a young man selling vacuum cleaners.

"How would you like to go swimming?" Pat asked.

The young man was delighted, and the two of them spent an hour together.

"That salesman was a nice guy," Pat told his wife when she got home. "I asked him to come back to see you about the cleaner. You really should buy one from him." Eloise promised she would.

Pat's present picture, "The Great O'Malley," which comes to the ..... Theatre on....., is a drama of life on New York's East Side. The cast, besides O'Brien, includes Baby Sybil Jason, Humphrey Bogart, Frieda Inescort, Ann Sheridan, and many other noted screen players.

## Flowers for Pat Are "Mother's" Token of Thanks

In the Hollywood home of Mary Gordon—middle-aged Scotch actress, is a large portrait of Pat O'Brien. And beneath it, there's a little bowl in which Mary places a fresh flower every day.

Miss Gordon's devotion to the actor dates back to the day last year when she was trying out for the part of Pat's mother in a picture called "The Irish In Us." She was nervous, naturally enough, at the idea of facing the test camera, but Pat took her aside and told her that he was sure that she was going to do a nice job. She got the part—due, she says, to Pat's faith in her.

Not long ago, Director William Dieterle was looking for a character actress to play the part of Pat's mother in "The Great O'Malley," which comes to the ..... Theatre on..... "By all means get Mary Gordon," suggested O'Brien. Mary was sent for, tested, and cast in the role.

No wonder Pat O'Brien is the patron saint of the Gordon household!

"The Great O'Malley" is an intensely dramatic story of life on New York's East Side, teeming with human interest. The cast, besides Miss Gordon and Pat O'Brien, includes Baby Sybil Jason, Humphrey Bogart, Frieda Inescort, Ann Sheridan, Donald Crisp, Henry O'Neill and Hobart Cavanaugh. William Dieterle directed, from a screen play by Milton Krims and Tom Reed, based on a story by Gerald Beaumont.

(Opening Day Story)

## Film of Conflict "Great O'Malley" At Strand Today

That ever-popular Irish film star, Pat O'Brien has the title role in "The Great O'Malley," a melodrama of life in New York's colorful East Side which opens at the ..... Theatre today.

Pat's a policeman this time. He's Officer O'Malley, a tough, hardboiled copper who cannot see beyond his rule book until a little crippled girl and a lovely school teacher humanize him. By the time the final fadeout ends the story he's a regular fellow, just as Pat always is, in films indeed, in real life.

Sharing stellar honors with him, Humphrey Bogart, who scored so greatly as the killer in "The Petrified Forest," again runs amuck of the law.

Ann Sheridan, another recent discovery of the studio, who was a high school girl in Dallas, Texas, only a year ago, plays the school teacher. Fortune has been good to Ann. This is only her second picture, yet already she is a leading lady—at 21!

The little crippled child is played by Sybil Jason, the 7-year-old South African child actress who captivated movie audiences in "The Little Big Shot" and "The Singing Kid."

Frieda Inescort, who is a fairly new comer to the screen, although a veteran stage actress, puts real pathos into the role of Sybil's mother.

Others with important parts are Donald Crisp, Henry O'Neill, Mary Gordon and Hobart Cavanaugh.

William Dieterle, the famed director who made "The Story of Louis Pasteur" and "White Angel," guided the making of "The Great O'Malley." The screen play was written by Milton Krims and Tom Reed, from an original story by the late Gerald Beaumont.

The East Side settings for this picture are the talk of Hollywood. Three square blocks of that crowded New York territory were built from photographs of the actual region.

## Glorious Defeat



Pat O'Brien was monarch of all he surveyed until Ann Sheridan's arms opened his eyes to a law higher than any in police regulations in "The Great O'Malley" which comes to the ..... Theatre on.....

Mat No. 102—10c

### Actor's Pipe Shaped By Irishman's Thumb

Donald Crisp, who plays Pat O'Brien's superior police officer in "The Great O'Malley," a melodrama of New York's East Side which is now showing at the ..... Theatre, has the largest collection of pipes in Hollywood. They number 267, and Crisp says he has smoked each at least once.

His pet is a grayish white clay pipe that an Irishman made for him in a bog in the old country. The old man's thumb was the model for the bowl, while a stick of wood shoved through the soft clay made the stem.

## Wee Scot Village Gives Its Native Lass Top Billing

The proudest actress in Hollywood last week was Mary Gordon, plump, red-haired character woman who played Pat O'Brien's mother in "The Great O'Malley," now showing at the Theatre.

She'd been given a write-up in the Rutherglen Reformer, and billed in that town's Savoy Theatre as "Rutherglen's Own Film Star."

"Rutherglen" may mean nothing to you—but to Mary Gordon it means her home town in Scotland.

The picture in which she got the big billing was made a year ago by Warner Bros. It was "The Irish In Us." She played Pat O'Brien's mother in that one, too, and Pat was—as he is in "The Great O'Malley"—a New York policeman.

The theatre manager in Rutherglen remembered Mary's face, although it was 18 years ago that she left the town, and he wasn't an exhibitor then and she wasn't an actress. He checked with her sister, Mrs. William Arbuckle, who still lives there, and on confirming her identity gave her top billing.

"The Great O'Malley" is a drama of conflict between O'Brien, a tough cop, and Humphrey Bogart, the screen's ace bad man. William Dieterle directed.

## Real East Side Settings Color "Great O'Malley"

Native New Yorkers who are now working at the Warner Bros. studios—in, one capacity or another—felt twinges of homesickness a few weeks ago as they passed the huge exterior set created for "The Great O'Malley" which comes to the Theatre on with Pat O'Brien and Humphrey Bogart in the stellar roles.

The set consisted of three whole blocks of tenements and shops and pushcart-filled streets, reproduced in photographic detail from the very heart of the region that lies riverward from the Bowery.

The main thoroughfare shown was Madison Street. This was crossed by Gouverneur and by Montgomery.

The tenements had outside fire-escapes from which fluttered the family wash of the residents. The ground floor in each case housed a story—"Simeon Azarian, Tailor," "Mendel & Sons, Loan Office," "I. Rosenheim, the Rent Man—Party Clothes for Hire," and the like. And on one side of the street were the Municipal Baths without which no slum district is complete.

On one side of Madison Street was a full-sized public school of the older type, of brick and graystone trim. In the picture, the action centers around this school, where Baby Sybil Jason, who plays the part of a little cripple, is taught by Ann Sheridan. Pat O'Brien is a tough cop, who comes into conflict with Humphrey Bogart, ace bad man of the screen.

Other important roles in this drama of life on New York's teeming East Side are played by Donald Crisp, Frieda Inescort and Mary Gordon, William Dieterle directed.

## Baby Sybil Jason Is a Veteran of Three Countries

To have appeared before audiences in three different lands while still under the age of seven is the unique record of little Sybil Jason, who is seen with Pat O'Brien and Humphrey Bogart in the Warner Bros. picture "The Great O'Malley," now showing at the Theatre.

Born in Capetown, South Africa, she made her stage debut there in a Sunday Night Charity Concert at one of the local theatres. "That child should be in London!" was the comment from a visitor from the British capital, who was in the audience.

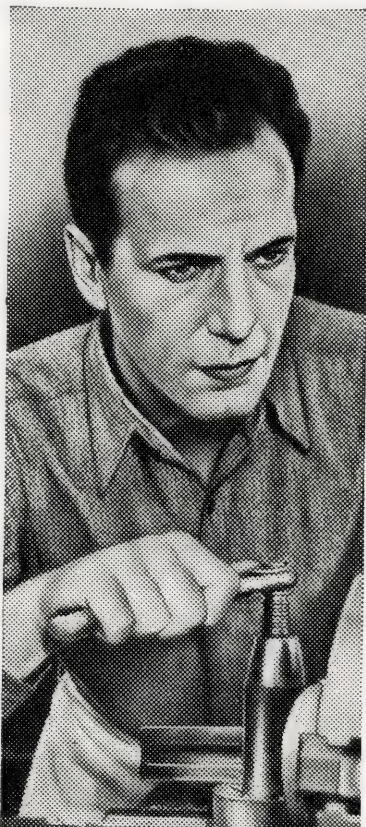
Only then did her family seriously consider the stage or screen for their baby daughter. London sounded like a fairly safe place to send her, because her uncle was pianist for the Hotel Savoy band there.

A film star saw her performing at the Savoy and engaged her for a tiny part in a comedy called "Barnacle Bill." The tiny part turned into a featured role when the director saw what the infant player could do.

Buddy Rogers, the American star, was making pictures in England then, and he engaged Sybil for one called "Dance Band." Irving Asher head of the Warner Bros. enterprises in England, who was in the audience at the premiere, immediately signed her, and shipped her off to Hollywood—under the capable chaperonage of sister Anita.

"The Great O'Malley" is the fifth Hollywood-made picture in which she has appeared. Her first was "Little Big Shot," then "I Found Stella Parish" with Kay Francis, next in a technicolor featurette "Changing the Guard," then with Al Jolson in "The Singing Kid."

## A Killer Again



In one of the strongest characterizations he has ever presented on stage or screen, the noted "killer" of "Petritified Forest" is starred with Pat O'Brien in "The Great O'Malley" which opens at the Theatre on

Mat No. 108—10c

## One Above The Law



Mary Gordon again portrays the role of the mother of Pat O'Brien in "The Great O'Malley" one of the most stirring stories of love, laughter and tears ever shown on the screen. It opens at the Theatre on Mat No. 204—20c

## Actress' Size-up of British Lady Astor

Frieda Inescort, who has come to the screen after several years of triumphs on the stage, was once private secretary to Lady Astor.

Frieda, British-born herself, described Lady Astor as a woman of great brilliance, unafraid of anything or anybody, a suave diplomat and at the same time, a hard, bitter fighter.

Miss Inescort's present picture is "The Great O'Malley," starring Pat O'Brien, and Humphrey Bogart, which is now showing at the Theatre.

## Beauty Contest Isn't Good Way To Enter Movies

Fifteen girls, winners in a "search for beauty" contest conducted by a motion picture studio, came to Hollywood three years ago with high hopes.

Today, only one of the fifteen is working in pictures. She is Ann Sheridan, who has the feminine lead in "The Great O'Malley," the Warner Bros. drama now showing at the Theatre.

"A beauty contest isn't a good way to break into pictures," Ann declares. "Once you bear a beauty contest tag, people find it hard to believe that you can act."

It was Director Ray Enright who gave Miss Sheridan her first real chance, the part of the other woman in "Sing Me a Love Song." Then Director William Dieterle selected her for Pat O'Brien's sweetheart in the current show.

"The Great O'Malley" is a tale of conflict between O'Brien, a tough cop, and Humphrey Bogart, the screen's ace bad man. Others in the cast are Baby Sybil Jason, Frieda Inescort, Mary Gordon, Donald Crisp, Henry O'Neill and Hobart Cavanaugh. Dieterle directed, from a screen play by Milton Krims and Tom Reed, based on a story by Gerald Beaumont.

## O'Malley Girls Have Roles in "Great O'Malley"

Hollywood is now old enough to have second generations of film players. The latest example was found on "The Great O'Malley" sets during the production of that picture at the Warner Bros. studios.

Coincidentally, the "second generation" players who worked in "The Great O'Malley" was the O'Malley family itself.

Sheila, Kathleen and Eileen, daughters of the famous movie star of the silent days, Pat O'Malley, are the younger generation in discussion. They worked for several days with Pat O'Brien, who has the title role, as schoolgirl extras.

Eileen, the oldest, had worked as an extra in other films, but it was the first experience for Sheila and Kathleen. All three of the girls have flaming red hair and typically Irish blue eyes. All three also are preparing for future picture work.

Pat O'Brien was their father by proxy on the set, and they called him Uncle Pat.

"The Great O'Malley" which comes to the Theatre on is a drama of conflict between O'Brien, as a cop, and Humphrey Bogart, screen bad man. Baby Sybil Jason, Frieda Inescort, Ann Sheridan, and many other noted screen players are in the cast. William Dieterle directed from a screen play by Milton Krims and Tom Reed, based on a story by Gerald Beaumont.

## Scotch Scones for Actress' Friends

Mary Gordon, red-haired character actress who plays Pat O'Brien's mother in "The Great O'Malley," brought bags of personally-cooked Scotch scones to her pet fellow-players at the Warner Bros. lot every day during the making of the picture. Mary was born in Scotland and learned Highland cooking from her mother.

"The Great O'Malley" is now at the Theatre.

## Where's All the Coin Mr. Bogart Has Laid Away?

Humphrey Bogart, whose screen career in Hollywood began with his appearance as "Duke Mantee" the killer, in "Petritified Forest" and who is co-starred with Pat O'Brien in "The Great O'Malley," now showing at the Theatre, has his own peculiar ways of saving his money.

"A method I have found useful," he says, "is to make small deposits in many banks in different cities. Wherever I am I start a savings account. There must be forty of them. Eventually, of course, I lose the pass book and forget the name of the bank. The money is saved, even though I may never remember to draw it."

Bogart has other ways of "saving" money, too. He lists them as follows:

"Swim in your bathtub instead of in your own swimming pool." This will, he believes, save the average actor at least \$20,000. Bogart figures he has saved a quarter of a million dollars by not building swimming pools each place he has lived.

"I don't have the money, you understand," he says, "but I have the satisfaction of knowing I haven't spent it, either."

"Keep away from night clubs," Bogart admits he has been a supporter of many such places but he has a neat row of figures to prove how much better off he would be if he had never visited one of them.

"Spend your vacations at home, instead of tearing off for long expensive trips. It's never much fun, anyway, and you can always be sure of your food at home."

"Don't claim a golf handicap of seven when you have never shot within fifteen of par. The momentary pride you feel when you state your handicap is no compensation for the money you lose," he admits. "Big handicaps are big money savers."

Bogart seems a little uncertain to just where his campaign of money saving is leading him. "I ought to be rich by now," he confesses, "but I'm not. However, I have the rent paid a month in advance."

"The Great O'Malley" is a tale of conflict between Pat O'Brien, as a tough cop, and Bogart, screen's ace bad man. Others in the cast are Baby Sybil Jason, Frieda Inescort, Ann Sheridan, Mary Gordon, Donald Crisp, Henry O'Neill and Hobart Cavanaugh. William Dieterle directed from a screen play by Milton Krims and Tom Reed, based on a story by Gerald Beaumont.

## English Girl Titled "Birth of a Nation"

Ever hear how the famous movie, "The Birth of a Nation" got its name? Donald Crisp, now playing a police captain in "The Great O'Malley," which comes to the Theatre on, and who was General Grant in the D. W. Griffith classic, tells the story:

"That picture was originally called 'The Clansman.' An English actress seeing it at the preview, said enthusiastically, 'Why, that's marvelous! That's the birth of America!' Griffith called it 'Birth of America' first, then changed to the final title."

## New York's Slum District Rebuilt for Big Film Set

### "The Great O'Malley" Calls for Three Blocks of Genuine Local Color

By Joseph Jefferson O'Neill

"Ninety-six school children—New York East Side type—7 to 11 years of age.

"Sixty-five pushcart peddlers—elderly, about one-half with beards.

"Thirty-two young men—rough, hardy types, capable of driving motor trucks or taxis.

"Fifty middle-aged women—New York East Side type, and 30 young girls in early twenties, bobbed hair and high-heeled, for same neighborhood.

That was part of a variegated order sent by the Warner Bros.-First National studios to the Central Casting office in Hollywood, which provides extras for all the studios.

The diversified individuals were needed for several scenes in "The Great O'Malley," a melodrama that begins and ends in the metropolitan territory lying between the Bowery and the East River. It will be seen at the Theatre, beginning . . . . .

For these scenes the largest "permanent street set" ever built in Hollywood was made. It consists of three concreted, curbed blocks of highway—Gouverneur, Montgomery and Madison streets—reproduced from photographs of the originals, complete down to corner signs, lamp-posts and fire hydrants.

Procuring all the East Side types of humanity called for by the script of "The Great O'Malley" was not difficult.

Los Angeles, fifth largest city of the nation with a population of about 1,500,000, naturally enough has an East Side of its own, a section called Boyle Heights, with approximately 150,000 people living in a rather congested area. Here were found all the graybeards, fat dumpy women and screeching school-children that were necessary.

The East Side children in "The Great O'Malley" had nothing very difficult to do in the picture. Their job was to make their way into the public school building—reluctantly, as most kids do—and come whooping out of it to line up two-by-two at the street corner so that Officer O'Malley (O'Brien) could shepherd them across while he held up traffic.

Director William Dieterle and his assistant, Frank Shaw, had no trouble with the youngsters. The difficulty, when there was any, was with their mothers. Each mamma wanted her little boy or girl to have neatly combed hair and smoothed-down clothing, and that was just what East Side children don't have and the director didn't want.

So there had to be a lot of hair-mussing and clothes-rumpling before each scene was made. The mothers were horrified but the children were delighted. It made them feel at home immediately, and their acting, consequently was much more natural than it could have been if they were dressed the way their fond mamas wanted them to be.

"The Great O'Malley" is a tale of conflict between Pat O'Brien, a tough cop, and Humphrey Bogart, the bad man of the screen. Others in the cast are Baby Sybil Jason, Frieda Inescort, Ann Sheridan, Donald Crisp, and Hobart Cavanaugh. William Dieterle directed, from a screen play by Milton Krims and Tom Reed, based on a story by Gerald Beaumont.

### Plenty in a Name for This Picture

When the scenario writer gave Pat O'Brien his character name for his latest picture, "The Great O'Malley," it was no accident that the name was James Aloysius O'Malley. The picture has a quality called "children's appeal" and Aloysius is the patron saint of children.

A tough "copper" in the story, Sybil Jason as a little cripple, brings about his regeneration and he becomes something of a children's patron himself.

"The Great O'Malley" is now playing at the Theatre.

## Terror of the Tenements



Pat O'Brien was the toughest cop who ever pounded a beat until he fell for the sweetest kid who ever pounded a heart in "The Great O'Malley" the Warner Bros. drama of squalid city streets coming to the Theatre on . . . . .  
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## Movie Children Easiest To Handle, Says Teacher

### Miss Horne, Who Has Tutored Hundreds, Finds They're All Well Behaved

By Alex Evelove

Perhaps the only school teacher in the country who never has a case of nerves is Lois Horne, the cool and capable young lady, who is principal, teacher and administrator of the "little red school-house" on the Warner Bros. studio lot in Hollywood. Unlike school teachers the world over, Miss Horne has no worries about discipline.

"The only place in the world," she says, "where you will find school age children without mischief is on a motion picture set. No matter how mischievous they may be in their regular classes and home life, they follow discipline easily and naturally during the making of a picture."

"They are awed, of course, by actual production. They know, furthermore, that mischief is the surest thing there is to get them right out of pictures. Good? They know they have to be good!"

Miss Horne has had experience with hundreds of children on the Warner lot and she has just finished one of her biggest chores—handling one hundred children who appear in "The Great O'Malley," co-starring Pat O'Brien and Humphrey Bogart, which will be shown at the Theatre beginning . . . . .

There is hardly a movie made

in which Lois Horne hasn't anywhere from one to a dozen children to take care of. In spite of her frequent and ever-changing classes, her face remains unlined and her mind free from that occupational worry known as "teacher's headache."

One reason for Miss Horne's freedom from care perhaps is her own outlook on her job. Knowing that children in the movies are going to be well-behaved she simply devotes herself to seeing that they are properly protected and taught during the period they work in pictures.

She warns them to be careful about avoiding all the machinery that is a necessary part of film making. And she sees that they observe the silence which is com-

## Ann Sheridan Is New Type Of Leading Lady In Films

### Heroine of "The Great O'Malley" Taller and Heavier Than Average Star

It's long been a tradition in the cinema colony that small girls make the best appearance on the screen.

Most of the stars are small women, so the tradition has held force, until recently—when along came a new leading lady to prove that it's talent and not size that makes a screen star.

Ann Sheridan is the name! She's a redhead from Dallas, Texas, and a little more than a year ago was a high school girl down there. Ann, now plying opposite Pat O'Brien in "The Great O'Malley," which comes to the Theatre on . . . . ., is 5 feet 5½ inches tall, and weighs a substantial 125 pounds.

She's not plump. She's just what you might call "substantial." Her friends at the Warner Bros.' studios say they'll place her figure in comparison with that of any other girl in Hollywood, and bet that Ann's the winner.

"I don't diet," she says. "But I do follow out an old family custom we had in Texas. Down there, every time the seasons would change, our whole family would go on a three or four day ration of nothing but juices of fruits or berries. Sort of a survival, I suppose, of the ancient American custom of dosing the children with sulphur and molasses in Spring.

"There's no particular change of seasons in Hollywood, but I follow the routine anyhow, going on the fruit juice ration every three months."

Exercise takes the place of diet with Ann. She swims, hikes, goes shooting, rides horseback (she had to learn this for her first picture, a Western), and plays a lot of tennis.

Especially beautiful are Ann's shoulders. And here's a tip for girl tennis players who seek that sort of adornment to their figures. Miss Sheridan wielding her racquet, uses both hands on it, whether the stroke is to her right or her left.

This sort of "form," of course, wouldn't do for championship play, or even for a fast friendly match. But it does develop and round out the upper arms in wonderful fashion.

Ann, with her height and weight, may be leading the way to a new era of larger girls in

pulsory on a sound stage. With these precautions observed, she has little else to worry about.

Miss Horne's insistence on discipline is polite, backed up by the dire consequences the children know will follow interruptions in production. The sets on which she worked with children are probably the only places where little boys don't pull the little girls' pigtails.

There were, by the way, 18 little girls with pigtails in "The Great O'Malley." The children in that film range from 5 to 14 and there were a hundred of them, or, any place else, a hundred opportunities for high mischief indeed. Instead, all was peaceful and quiet.

"The Great O'Malley" is a tale of conflict between O'Brien, the hard-boiled cop, and Bogart, the toughest bad man of the screen. Others in the cast are Sybil Jason, Frieda Inescort, Ann Sheridan, Mary Gordon, Donald Crisp, Henry O'Neill and Hobart Cavanaugh. William Dieterle directed, from a screen play by Milton Krims and Tom Reed, based on a story by Gerald Beaumont.

## All Fear Gone



Humphrey Bogart, the screen's toughest two-fisted star, and little Sybil Jason in "The Great O'Malley" the Warner Bros. picture now playing at the Theatre.

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Ann Sheridan  
in  
"The Great O'Malley"  
at the  
Strand  
Mat  
No. 109—10c



pictures. The trend is under way, according to certain other indications in Hollywood. For example, the dancing girls in "Gold Diggers of 1937" are an inch or more taller than were their sisters in "Gold Diggers of 1935."

"The Great O'Malley" is the tale of conflict between Pat O'Brien, as a tough cop, and Humphrey Bogart, the screen's ace bad man.

## All Dialects Easy for Miss Inescort

"Edge up and get an earful of Frieda Inescort's accent," her fellow-players in "The Great O'Malley," told each other when distinguished visitors to the Warner Bros. studio were presented to the actress.

To a top-hatted, frock-coated visitor from London, one day, she went into a "Ray-lee" and "extra'ord'nry" routine that was Mayfair itself. Then a few minutes later, talking to a charming young girl from Georgia, she did all the "honey-child," and "sugar" and "you-all" that Peachtree street, Atlanta, knows.

She supports Pat O'Brien in "The Great O'Malley," now showing at the Theatre.

## Screen's Newest Lovers



They called Pat O'Brien "the cop without a heart" until he fell for Sybil Jason, a tot without a fear, in "The Great O'Malley" the Warner Bros. picture which opens at the Theatre on Mat No. 201—20c

## Actress' Odd Name Gets Her Into Dramatic Career

### Frieda Inescort, Great Stage Favorite, Heading For Equal Screen Success

Frieda Inescort, celebrated stage actress recently embarked upon a screen career, has several big scrap-books filled with newspaper and magazine reviews of her work.

But of all the hundreds, the clipping she prizes most highly is one that says—concerning her appearance in the Winthrop Ames production on Broadway of "The Truth About Blayds"—"Miss Inescort gave her usual admirable performance." That's all—seven words.

"I cherish that," Frieda says, "because my 'usual admirable performance was, as a matter of fact, the very first performance I had ever given on any stage."

"The critic who wrote it is one of the very highest of highbrows among the New York group. The name Inescort is unusual, and he had probably heard or read of my mother, Elaine Inescort, who was well known on the London stage.

"I had undergone not the slightest preliminary training for the stage at that time—never even appeared in school productions. I was, indeed, a writer at the time I made my stage debut—on the editorial staff of the famous Putnam publishing house in New York.

"But I was anxious to try the stage, so on a long chance I wrote to Winthrop Ames asking if he'd give me a letter to some producer who'd ease me into a small part.

"The name Inescort (three syllables, please, with the first accented) must have meant something to him, and I imagine he fancied anyone bearing it must be an actress. To my amazement, he offered me, by return mail, a part in 'The Truth About Blayds.' The play was a great success. Leslie Howard had the part of my brother. It ran all season. I acted at night, kept my writing job by day.

"So you see why I'm so fond of that little seven-word review

about my 'usual admirable performance.'"

Miss Inescort, now firmly attached to the Warner studios by a long-term contract, has an intensely dramatic part just now in "The Great O'Malley," which stars Pat O'Brien and Humphrey Bogart and comes to the Theatre on . . . . .

William Dieterle directed. "The Great O'Malley" is a drama of conflict between Pat O'Brien, as a hard-boiled cop and Bogart, the toughest bad man of the screen. The cast, besides Miss Inescort, includes Sybil Jason, Ann Sheridan, Mary Gordon, Donald Crisp, Henry O'Neill, and Hobart Cavanaugh.

### Little Sybil Proud of Her Missing Tooth

Sybil Jason, 7-year-old starlet appearing with Pat O'Brien in "The Great O'Malley," now at the Theatre, was the envy of all other children working in the picture—she lost a tooth and proudly showed the vacancy at every possible moment.

Sybil not only lost the tooth but swallowed it. This is the second of her first set of teeth to come out during her career as a junior leading lady at the Warner Bros. studio. She hopes to have her "grown-up" teeth soon, after which she says she will feel qualified to play romantic roles.

## Girls! Pat O'Brien Tells You How To Win The Boys!

### Irish Star, Happily Married, Is In Favor of Old Fashioned Virtues

By Linda Leath

"What would you tell a young girl who stands on the sidelines yearning for romance? How can she have her share of popularity? And what do you believe keeps her from winning romance?"

Those were the questions I flung at Pat O'Brien recently when I met him on the set of "The Great O'Malley," which opens at the Theatre . . . . ., and I'll admit they stopped him. Indeed, after a sudden shocked silence, the actor blushed handsomely and protested, "Why ask me? How should I know anything about things like that!"

I had to convince him that there were a great many reasons why he should know about things "like that." One of Hollywood's most popular actors—personally, as well as on the screen,—he's risen to fame in pictures both as a "tough egg" and as a romantic lover.

"All right," Pat broke down suddenly before this barrage of reasons.

"Here's the trouble with lots of girls . . . and it's so important you might put it in italics. They're forgetting to practice the good, old-fashioned, homely virtues that men never can resist! To list them will sound trite—but it won't hurt for them to be repeated, just the same. And the name of the first one is—Modesty!

"She should be simple in tastes, and at the same time sophisticated enough to have a variety of interests.

"She should have good taste, in clothes as well as in everything else. She should dress—to suit me, that is—in tailored things, in good plain colors, and in clothes illustrating 'smart simplicity.' And she should never be annoyed with her husband, after she's got one, if he reserves the right to make comments about her clothes!

"And finally," Pat O'Brien grinned, just as he returned for a night shot on his current picture, "she should never be angry with him if he's late for dinner. That goes for any woman, no matter what business her husband is in. But especially," Pat O'Brien waved farewell . . . "if a sudden burst of popularity . . . from these remarks . . . leads her to marry an actor!"

"The Great O'Malley" is a tale of conflict between O'Brien, as a hard-boiled cop, and Bogart, the toughest bad man on the screen. The cast, besides the stars, includes Baby Sybil Jason, Frieda Inescort, Ann Sheridan, Mary Gordon, Donald Crisp, Henry O'Neill, and Hobart Cavanaugh. William Dieterle directed from a screen play by Milton Krims and Tom Reed.

### Film Star O'Brien Was A Grid Star

Pat O'Brien, film star, is the proud wearer of a Marquette University "M" sweater. Marquette is O'Brien's alma mater. The lettered sweater was sent to him by Don Jennings, coach of the Marquette team at the beginning of the current football season. It is his second from the same school, from which he was graduated in 1920 and for which he played football. One of his gridiron feats was to score against the great Notre Dame team. O'Brien was quarterback for Marquette.

He is starred with Humphrey Bogart in "The Great O'Malley," now showing at the Theatre.

## Actress Holds 12-Year Record for Stock

What movie-player who came from the stage can equal this record—12 years in the same stock company?

Mabel Celcord, who has a character role in "The Great O'Malley," which stars Pat O'Brien and Humphrey Bogart, played that long with the famous Castle Square Theatre company of Boston. Though San Francisco-born, she spent most of her life in New England.

"The Great O'Malley" comes to the Theatre on . . . . . It is a Warner Bros. picture, directed by William Dieterle.

## Grand Lark For 100 Kids In "The Great O'Malley"

### Hollywood School Children Romp With Stars, Play Games, Earn Rent Money

Children who see "The Great O'Malley," which is now playing at the Theatre will probably envy the little boys and girls of their own age who helped to make it, out at the Warner Bros. studios in Hollywood.

And well might the youngsters envy their Pacific Coast brothers and sisters. They had a rollicking good time, made enough money to pay their parents' rent for several months, met a lot of their idols of the screen, and became—rare privilege—familiar with the enchanted land of the movies.

To them the leading man in the policeman's uniform was just "Pat," not "Mr. O'Brien." The first afternoon the mob of youngsters worked was terrifically hot, and the star sent his stand-in for two-gallons cans of lemonade for the kids. He endeared himself to them for life right then and there.

Each afternoon after that it was "Hello, Pat! Any lemonade, Pat?" There was lemonade.

"Come on and play, Sybil!" the youngsters chimed to small Miss Jason, the 7-year-old South African child who has an important role in the film.

"I can't," she told them in her prim little British manner. She went on to explain, "You see, in this picture, I'm supposed to be a little lame girl that can't run or jump. So it wouldn't do for me to be limping across the street with Officer O'Malley while the camera was on, then play around with you boys and girls. But I really can run as fast or jump as far as any of you."

Sybil gave them a "knock-knock," anyhow. "Knock-knock—who's there? Yvonne. Yvonne who? Yvonne to go home." They thought that was pretty swell.

Ann Sheridan, leading woman of "The Great O'Malley," was addressed by the youngsters as "Teacher." That's the part she plays in the picture, and they all have a deep respect for teachers.

Taking care of these 100-odd boys and girls were Miss Lois Horne, the permanent school superintendent at Warners, and ten probationary teachers acting as welfare workers. And every day the children and their mothers were transported to and from the studio, and given hot lunches.

"The Great O'Malley" is a drama of conflict between O'Brien, as a hard-boiled cop, and Bogart, the toughest bad man on the screen. The cast, besides the stars includes Sybil Jason, Ann Sheridan, Mary Gordon, Donald Crisp, Henry O'Neill and Hobart Cavanaugh. William Dieterle directed, from a screen play by Milton Krims and Tom Reed.

## Pat O'Brien



He had to break two women's hearts before Pat O'Brien discovered he had a heart of his own, and he's nearly breaking all hearts at the Theatre where Pat and a magnificent cast are portraying "The Great O'Malley," Warner Bros.' story of a cop who was hated by everyone except the child of the man he had sent to prison.

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## People Who Wear Glass Hats Are Very Smart!

Ann Sheridan, youthful player who is featured in Warner Bros.' "The Great O'Malley" now playing at the Theatre, created a fashion furore on a recent trip to the beach with her new glass hat. The glass keeps out all the harmful rays of the sun, besides being most becoming.



## Ann Sheridan Has Now Achieved Her Aim

Ann Sheridan, who has her first chance as a leading lady in "The Great O'Malley," Warner Bros. picture with Pat O'Brien in the title role, which comes to the Theatre on....., very nearly became in real life the kind of a person she portrays in the picture.

When Ann was a high school girl in Dallas, Texas, she wanted to become a school teacher. The career in education was halted suddenly when Ann won a state-wide beauty contest and a film contract.

In "The Great O'Malley" she achieves her ambition vicariously, playing the part of Judy Nolan, school-teacher on New York's East Side. Her chief charge in the story is Sybil Jason, who plays a crippled child.

## Pat O'Brien Says He's A "One Name Actor"

"I'm now a one-name player—like Garbo, Nazimova and the like," said Pat O'Brien on the New York East Side street used in "The Great O'Malley," at Warner Bros. studio. "Come over here and I'll show you."

He led the way toward where some 80-odd little boys and girls were romping about the dirty asphalt. They clustered around him. "What's my name?" he asked. There was a wild chorus—"Pat." That's all they knew, or cared.

O'Brien made himself solid with the youngsters—little ragamuffins all—by treating them to lemonade every afternoon during the filming of "The Great O'Malley," which comes to the Theatre on.....

## This Little Lame Girl Does Not Suffer

Baby Sybil Jason, Warner Bros.' 7-year-old starlet, plays a crippled child in "The Great O'Malley," now showing at the Theatre. A special orthopedic brace was adjusted over her left knee to keep the joint from swiveling, so that she had to walk stiff-legged, yet was altogether comfortable.

She's cured, of course, in the story in which Pat O'Brien and Humphrey Bogart are co-starred.

## Tall Director Needs High Desk

Director William Dieterle, who guided the making of "The Great O'Malley" at the Warner Bros. studio, is 6 feet 3 and mostly legs, so he simply won't fit into ordinary furniture. He has, therefore, a "Standup desk" at which to study his script and make his notes.

It's about as high as an average man's head, and on wheels. A prop boy pursues him with it when he changes scenes.

"The Great O'Malley" comes to the Theatre on....., co-starring Pat O'Brien and Humphrey Bogart.

## Real Radio Officer "Calls All Cars"

There is complete authenticity in the scenes in "The Great O'Malley." The police radio announcer who calls "all cars" in the film is R. H. Clawson, who is attached to the Hollywood Police Station.

"The Great O'Malley," will come to the Theatre on..... starring Pat O'Brien, and Humphrey Bogart.

## Reward Of Suffering



Frieda Inescort, Humphrey Bogaret, Ann Sheridan and little Sybil Jason (left to right) who are appearing in "The Great O'Malley," the Warner Bros. drama of love, laughter, tears and thrills at the Theatre.

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## And One Beauty Who's Made Good

Ann Sheridan, who plays her first leading part on the screen in "The Great O'Malley," is one of the very few beauty contest winners who have actually made good in pictures.

Ann won her beauty contest in Dallas, Texas, which city had already sent another winner to the Warner Bros. lot in the person of Joan Blondell.

"The Great O'Malley" is now at the Theatre.

## Studio Ambulance Is Kept Busy

There are enough scenes requiring the presence of an ambulance—as part of the action—in modern movies so that Warner Bros. have found it economical to buy a handsome \$5,000 vehicle of their own.

It was used twice in "The Great O'Malley," now showing at the Theatre, which stars Pat O'Brien and Humphrey Bogart.

## Thin Girls Through as Film Favorites

Don't diet girls, if you have film ambitions, for the male film fan nowadays likes his stars on the plumpish side.

Recently a story was printed that Ann Sheridan, Warner Bros. featured player who weighs 120, planned to shed a little of her avoirdupois.

A flood of letters poured into the studio and as a result Miss Sheridan has stopped dieting. You will see her in "The Great O'Malley," which comes to the Theatre on....., just as plump as ever.

## Know About Traffic? Then Solve This One

"You're supposed to be a smart cop, who knows all the regulations," said Donald Crisp, character actor, to Pat O'Brien on a police-station set while they were making "The Great O'Malley." "What piece of fire apparatus can't pass through a one-way street?"

"Any piece of fire apparatus can pass through any street—and at any time," replied Pat.

"Not this one!"

"Why not—what is it?"

"A fire-boat!"

"The Great O'Malley," comes to the Theatre on.....

## Pat O'Brien Likes to Play Coppers

"Playing the part of a cop is no novelty to me," said Pat O'Brien as he buttoned up his tunic in "The Great O'Malley" at the Warner Bros. studios. "The first picture I made on this lot was 'Bureau of Missing Persons.' I was a flattie in that. Last summer I wore the blue again in 'The Irish In Us.' I'm fond of cops and like to play 'em."

Pat's superior officer in this picture is the distinguished character actor, Donald Crisp. He, too, has done it before. "The first picture I ever made, away back in silent days, was called 'The Cop,'" he said. "And it's a pleasure, in this one, for a Scotsman to boss an Irishman around."

"The Great O'Malley" is now showing at the Theatre.

## All Actors Relatives To This Baby Star

Seven-year-old Sybil Jason, the little Warner Bros. starlet from South Africa, adopts a new set of relatives for each picture she works in. Now in "The Great O'Malley" she has taken on "Uncle Jim" in the person of Pat O'Brien and "Aunt Scottie" in the person of Mary Gordon.

Pat's new first name comes from the fact that he plays "Officer Jim O'Malley"; Mary's because she's from Scotland.

"The Great O'Malley" comes to the Theatre on.....

## Three At The Strand



Sybil Jason (left) and Ann Sheridan prove to Pat O'Brien that hearts are mightier than night sticks as the toughest cop in town falls for a woman's arms and a tot's smiles in "The Great O'Malley," the Warner Bros. picture now playing at the Theatre.

Mat No. 205—20c

## Pat O'Brien Host to Studio Youngsters

The commissary department at the Warner Bros. studios did a terrific business in ice-cream during the production of "The Great O'Malley," which opens at the Theatre on.....

There were a couple of hundred school children working in the picture, which was made in intensely hot weather, and Pat treated each of them to a dish of ice cream every day.

"The Great O'Malley" co-stars O'Brien and Humphrey Bogart, supported by Ann Sheridan, Frieda Inescort, Baby Sybil Jason and other well known players. William Dieterle directed.

## Sybil Jason



Seven-year-old Warner Bros. starlet who is rising to new dramatic heights in "The Great O'Malley," a human drama of life in the tenements, which opens at the Theatre on.....

Mat No. 101—10c

## Child Actor Veteran Of 85 Pictures

A veteran trouper at the age of 10, Delmar Watson, one of the principal players in "The Great O'Malley," the Warner Bros. picture which is now showing at the Theatre, completed work in his 85th picture when shooting ended on that film.

Delmar is a member of the famous Watson family of nine children, all of whom appear in the movies regularly, as family groups or as individuals. Delmar's particular ambition is to be a newspaper photographer, a yen traceable to his Uncle George Watson, Los Angeles editor of a national news picture syndicate.

## Pat O'Brien Wants to Have Big Family

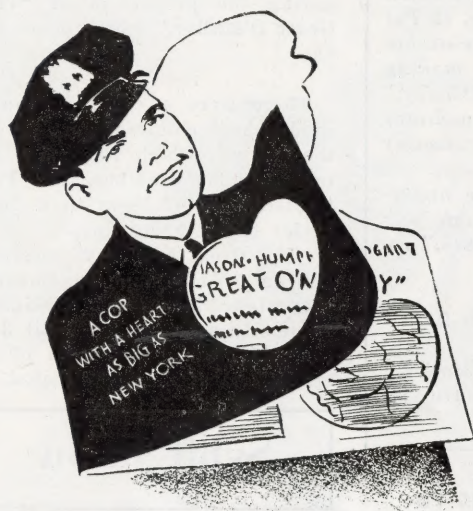
With a new baby boy in the house, Pat O'Brien, the film star, feels that life is more worthwhile than ever before. Pat is, according to his own statements, "a family man."

"A big family is what I want," says Pat. "Five at least. I'll build new nurseries all over the place if necessary."

The boy has been named Patrick Shaughan O'Brien and he will shortly be big enough to be a playmate for Margaret Mavourneen O'Brien.

Pat at present is starring with Humphrey Bogart in "The Great O'Malley," now at the Theatre.

# NOVELTIES



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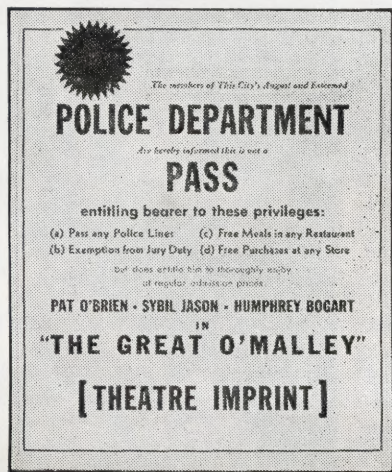
# WINDOW INSERT CARDS



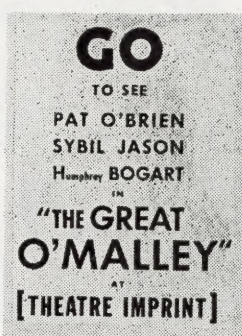
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